



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 196898 /		<u>Alt Order #</u> 06839740
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 08/09/12 - 08/13/12		<u>Estimate #</u>
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

**Luc Inc**  
**25 Whitlock Place**  
**Suite 200**  
**Marietta, GA 30064**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/10/12	08/10/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 2	WTNH	08/10/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 3	WTNH	08/13/12	08/13/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 4	WTNH	08/09/12	08/10/12	GMA	7a-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$800.00			
N 5	WTNH	08/13/12	08/13/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$800.00			
N 6	WTNH	08/10/12	08/10/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 7	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
N 8	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 9	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
N 10	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 11	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$3,000.00			
N 12	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
196898 /	06839740

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/09/12 - 08/13/12	NEW DIRECTION PROJ	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$2,500.00			
N 13	WTNH	08/11/12	08/11/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$600.00			
N 14	WTNH	08/11/12	08/11/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 15	WTNH	08/12/12	08/12/12	Su Good Morning 6a-8a	6a-8a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				2	\$450.00			
N 16	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
N 17	WTNH	08/12/12	08/12/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00			
N 18	WTNH	08/09/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$600.00			
N 19	WTNH	08/13/12	08/13/12	M-F 9a-10a	9a-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
N 20	WTNH	08/10/12	08/10/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 21	WTNH	08/13/12	08/13/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 22	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 23	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
<b>Totals</b>											<b>26</b>	<b>\$22,750.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	26	\$22,750.00	\$19,337.50
<b>Totals</b>	<b>26</b>	<b>\$22,750.00</b>	<b>\$19,337.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Rep Order#	6839740	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 08/08/2012 10:04 AM  
Last Received: 08/08/2012 9:34 AM  
Showing Buylines: All Lines

Station **WTNH-TV NEW HAVEN, CT.**  
Advertiser **( ) NEW DIRECTION PROJE**  
Product **NEW DIRECTION PROJEC**  
Estimate#  
Buyer **DEVON PRESCOD**  
Phone#  
Fax#

Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 08/09/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	08/13-08/13	M	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS												
9	08/10-08/10	F	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS												
10	08/13-08/13	M	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS												
11	08/13-08/13	M	7P-730P	1	:30	\$3,000.00		1		1	\$3,000.00	
Buyline Comment: JEOPARDY												
12	08/13-08/13	M	730P-8P	1	:30	\$2,500.00		1		1	\$2,500.00	
Buyline Comment: WHEEL OF FORTUNE												
13	08/11-08/11	SA	8A-9A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: GMA WKEND												
14	08/11-08/11	SA	7P-730P	1	:30	\$650.00		1		1	\$650.00	
Buyline Comment: JEOPARDY												
15	08/12-08/12	SU	6A-8A	2	:30	\$450.00		2		1	\$900.00	
Buyline Comment: GD MRN CT WKEND												
16	08/12-08/12	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THIS WEEK												
17	08/12-08/12	SU	8A-9A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: GMA WKEND												
18	08/09-08/10	TH-F	9A-10A	2	:30	\$600.00		2		1	\$1,200.00	
Buyline Comment: DR PHIL												

Rep Order# 6839740 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 10:04 AM 3 of 4

EC'd Yes Last Received: 08/08/2012 9:34 AM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT. Agency ( ) LUC, INC. Rep Firm  
Advertiser ( ) NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office ( ) PHILADELPHIA  
Product NEW DIRECTION PROJE MARIETTA, GA 30064 Salesperson ( ) KATE BRADY  
Estimate# Agency C/P1/P2/E Flight Dates 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005  
Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938  
Phone#  
Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
----	-------	-----	------	------------	-----	------	---------	-------------	----	------------	------------	---------

19	08/13-08/13	M	9A-10A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: DR PHIL												

20	08/10-08/10	F	11A-12P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THE VIEW												

21	08/13-08/13	M	11A-12P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THE VIEW												

22	08/13-08/13	M	1135P-1205A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: NIGHTLINE												

23	08/13-08/13	M	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS												

---REPORT TOTALS---

Report Totals: 26 / \$22,750.00

---SALES MONTHLY TOTALS---

Aug 12: 26 / \$22,750.00  
Sales Totals: 26 / \$22,750.00  
Station Totals: 26 / \$22,750.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL 0%	WCCT 0%	WCTX 0%	WFSB 50%	WHCT 0%
		WRDM 0%	WTIC 8%	WTNH 30%	WUVN 0%	WVIT 10%
		XXX 0%				

Books null  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WTNH - TV New Haven, CT	<b>Date:</b> 08/08/2012
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I, Devon Prescod

do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

# SEE ATTACHED

Date of First Broadcast: 08/09/2012

Date of Last Broadcast: 08/13/2012

**Total Charges:** \$\*\*\*\*\*19,337.50 NETThis broadcast time will be used by: New Direction Project

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

08/08/2012

Date



Signature

770-427-0735

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title

